

**DATAMATICS**

**ARTIFICIAL  
INTELLIGENCE  
SOLUTIONS**

**DATAMATICS**  
**Tru AI**



Over the globe, **90%** of data is in **unstructured format**. With an **exponential increase** in this data, enterprises find it challenging to harness it for intelligent use. Here technology can be leveraged to provide **sustainable business solutions** and go beyond. This data, which serves as the holy grail, helps enterprises and business institutions in **identifying potential threats** and **opportunities**, even while in the making, amidst **multi-variate environments**. These range from identifying probable **non-performing assets (NPAs)**, **financial frauds**, **money laundering** to establishing **one-to-one relationship** with the customer by pre-assessing their mindset and requirements.

**Datamatics TruAI™** is a comprehensive **Artificial Intelligence and Cognitive Sciences**

**platform** that enterprises use for **Pattern Detection, Text and Data Mining**. It helps enterprises extract intelligence from **high volumes of structured, unstructured, and multi-structured data** from **diverse sources**. For example: spreadsheets, documents, PDFs, images, video files, audio files, and other data types. TruAI™ aggregates data and correlates seemingly unrelated data points to provide a bigger picture. It provides high performance computing that analyzes on **auto-pilot** or in **operator-assisted mode**. It uses multiple **data sources, data lakes, and databases** to perform **contextual analysis** and **sequence building**. Some important uses are intelligence mining, email analytics, document classification, categorization & routing.

## VALUE PROPOSITION

Reduce dependency on man power by 20 - 30%

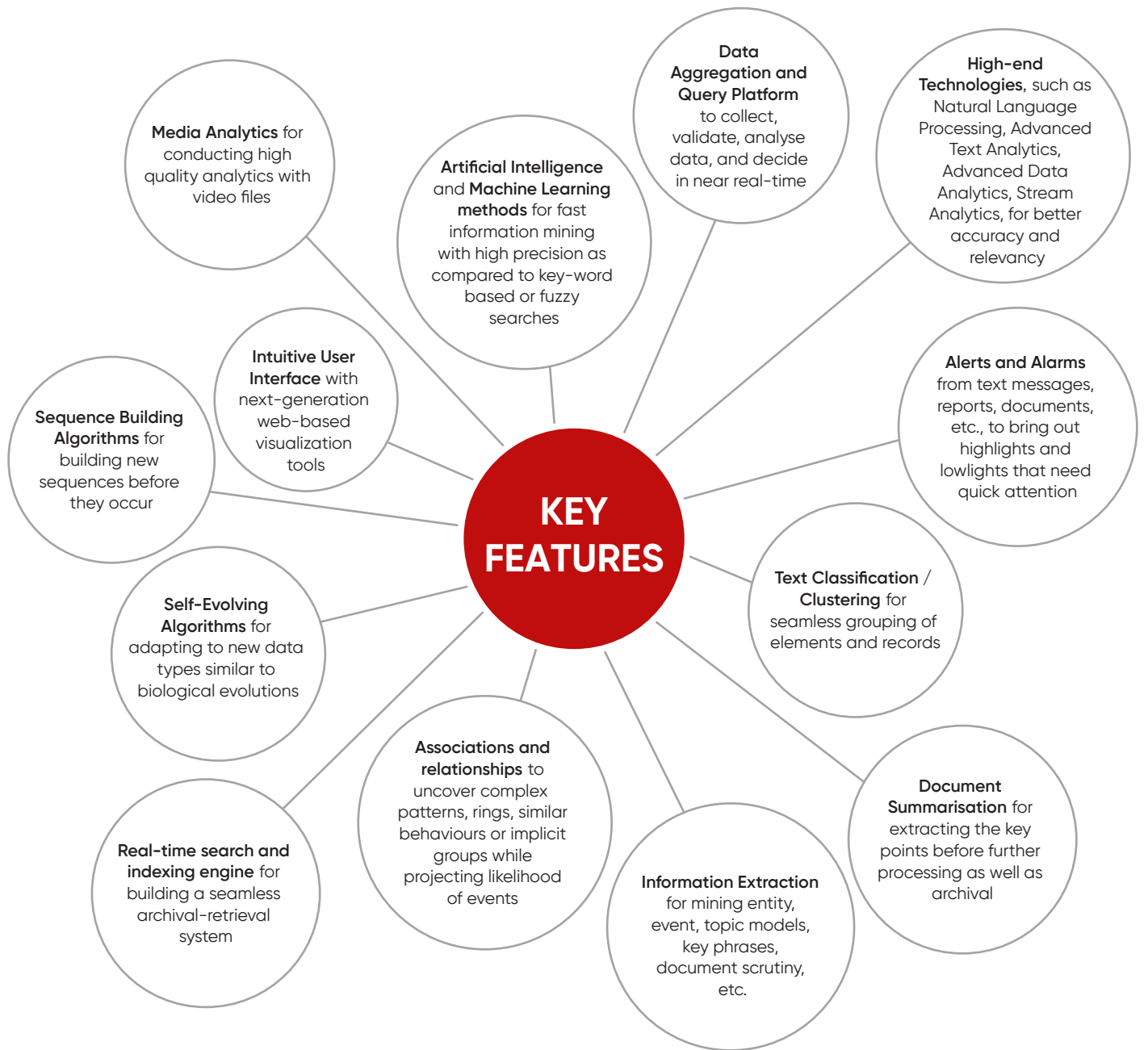
Reduce operational expenditure by 45 - 50%

Increase conversion rate of customer by 30 - 40%

Inculcate the ability to identify patterns and interactions between various entities/brands and key response types over a range of time with ~100% accuracy

Extract semantics and key meaning from a very high number of unstructured and qualitative responses without manual intervention

Achieve consistent quality improvements and turn-around-time at significantly lower costs



## WHY DATAMATICS?

- >> Own incubation hub and global innovation centre, DataLabs, for developing technology solutions
- >> Expertise in designing, developing, and deploying high quality solutions based on AI and CS platform
- >> Rich experience in providing resources in onsite and offsite models to large and mid-cap companies
- >> Large pool of in-house technical resources, having experience and expertise in varied skills from Consulting to Implementation

# KEY AWARDS & RECOGNITIONS



Gold Stevie Award at the American Business Awards® 2019 for TruBot



TruBot recognized in the IBS Intelligence Global FinTech Innovation Awards 2019



Rail Analysis India Award 2020 & 2019 for Automated Fare Collection technology



2019 IBM Asia Pacific excellence Award



TruBot wins the CIO Choice 2019 Recognition for Robotic Process Automation



Datamatics features in the IAOP 2019 Global Outsourcing 100 List of the world's best outsourcing providers

## ABOUT DATAMATICS

Datamatics provides intelligent solutions for data-driven businesses to increase productivity and enhance the customer experience. With a complete digital approach, Datamatics portfolio spans across Information Technology Services, Business Process Management, Engineering Services and Big Data & Analytics all powered by Artificial Intelligence. It has established products in Robotic Process Automation, Intelligent

Document Processing, Business Intelligence and Automated Fare Collection. Datamatics services global customers across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has presence across 4 continents with major delivery centers in the USA, India, and Philippines. To know more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

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website: [datamatics.com](http://datamatics.com) | email: [business@datamatics.com](mailto:business@datamatics.com)